

# “YOU WHO INHALE” means *every smoker!*

## THAT'S WHY THIS INFORMATION IS VITAL!

**K**NOW it—or not—you do inhale, some of the time. All smokers do. And inhaling means *much more contact of smoke with nose and throat passages*.

Then, it's clear, chances of irritation increase! So—be sure you know this vital difference

between cigarettes—reported by doctors who compared five leading brands.

**ON COMPARING** — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CON-

TRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG.

Did you know there was such a tremendous difference . . . such *tremendous superiority* in Philip Morris? Well, there it is . . . complete smoking pleasure, without worry about smoking penalties. So—join the nationwide . . .



**TODAY**— they cost no more than ordinary popular-price brands!

**CALL FOR  
PHILIP MORRIS**  
FINER PLEASURE — PLUS REAL PROTECTION



**AMERICA'S FINEST CIGARETTE**

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